

# FORMING A NEW COMMUNITY TOASTMASTERS CLUB

## Why Sponsor New Clubs

- To increase Area membership to give greater opportunities for inter-club activity, mutual support and stronger Area functions
- To apply leadership skills and fulfil personal pride
- To gain DTM recognition for individual sponsors and mentors
- To gain credit in the Distinguished Area and District Plans
- To gain a "Founders Award" banner ribbon for the sponsoring club

**There are five phases involved, each requiring thorough planning.**

### 1. Prospect - The planning phase (4-6 weeks)

- Obtain New Club Information Kit (Code 123C), which includes a copy of the How to Build a Toastmasters Club manual (Code 121) plus promotional brochures
- Find out available support from your District
- Form Steering Committee
- Select target area, community group or organisation
- Select venue, meeting days and book Demonstration Meeting
- Obtain all needed promotional and meeting supplies
- Complete "Application to Organise" and order Charter Kit No.1

### 2. Make Contact -The publicity phase (4 weeks)

- Arrange local newspaper publicity (most important of all)
- Conduct advertising campaign using Silent Salesmen, posters, letter box drops and letters/circulars to local firms and community groups

### 3. Demonstrate – The selling phase

- Select participants with care
- Make it professional, polished positive and fast-paced
- Explain, demonstrate, stress the benefits and have fun
- Sign up as many as possible and record details for follow-up of rest

### 4. Close the deal - The follow-up phase (6 weeks)

- Hold follow-up meetings, phasing from further demonstration to full involvement over next 3 meetings
- Put out reinforcing publicity and follow-up all leads
- Sign them up, sort out abilities and elect an Executive Committee
- Complete membership and other lists and send off Charter Application

### 5. Have a charter night - The celebration phase (Min of 6 weeks later )

- Plan a real send-off for your new club
- Make it a big night involving the members and inviting many visitors